

State Library of North Carolina

UPDATE

<http://statelibrary.dcr.state.nc.us>

December 2007

STUDENT DEVELOPMENT PROGRAM

Heather Gillette, Kathryn Ward and Summer Batton join Mary Boone, State Librarian, at the NCLA State Library exhibit. The three students were among 18 students supported by the Student Development Program. The Student Development Program was a pilot program specifically for currently enrolled full or part-time students seeking a Master's or Ph.D. degree in library or information science in a North Carolina library school. This program was designed to enrich students' educational experiences and prepare them to begin their professional careers providing high quality service to the people of North Carolina. Funds were awarded for students' attendance at the October 16-19, 2007 conference. This Student Development Program was supported with \$28,000 in federal Library Services and Technology Act funds, granted to the State Library by the Institute of Museum and Library Services.



STAFF UPDATES

Andrea Van Gieson is the new Acquisitions Library Assistant. Andrea has an AAS in Library Technology and has worked for Wake County Public Libraries. She also has experience as an assistant manager for B. Dalton Books.

Jeffrey Hamilton has been hired as the eLearning Consultant in Library Development. Jeffrey worked at Wake County Public Libraries for 14 years, most recently in reference services.

Jennifer Johnson joined the State Library as the office assistant and is the friendly voice answering the phone.

Borree Kwok and **Jennifer Townes** joined the State Library staff on a part-time basis to begin cataloging the State Library's Core Microfilm Collection consisting of North Carolina historical records. Borree received her library degree from UNC Chapel Hill and works part time at Campbell University. Jennifer is completing her MSLS at UNC Chapel Hill.

Lori Special has been hired as Youth Services Consultant for the State Library. She is returning to North Carolina after two years as the Assistant Manager of the Whiteford Branch of the Hartford County Public Library in Belcamp, MD. She spent the previous five years as the Youth Services Librarian in Haywood County, NC. She has been actively involved in working with young adult programming as well as youth services, and has a strong interest in making connections between libraries and young people. Lori received her Masters in Library Science from the UNC-Greensboro.

Cathy Wood has been promoted to the State Library's Accounting Technician III (Budget Officer) position effective December 1st. Cathy has over 24 years of budget-related state government work, including experience with e-procurement and the North Carolina Accounting System (NCAS). She joined the State Library last year as the Budget Assistant. Her prior state experience was with the Dept. of Environment and Natural Resources, the Museum of Natural Sciences, and in the Division of Coastal Management.

Library Service and Technology Act (LSTA)

Complete guidelines/information and applications for the mid-year 2007-2008 EZ LSTA Planning Grants are now available at <<http://statelibrary.dcr.state.nc.us/lsta/2007-2008Grants.htm#Guidelines>>. The submission deadline for mid-year grants is November 15, 2007. Mid-year grants include Project Planning Grants, Planning Grants, and Technology Planning Grants. Awards will be announced December 19, 2007, and the implementation period is January through July 2008.

The 2008-2009 grant programs are aligned with the State Library of North Carolina's new Library Services and Technology Act Five-year Plan 2008-2012. The three goals of the new plan are:

- ➔ Enrich the lives of North Carolinians through enhanced and targeted programs and services in our libraries that address the needs of specific audiences.
- ➔ Enhance information for lifelong learning for all North Carolinians by expanding the information resources in our state's libraries through strengthening, sharing, digitizing, and preserving our valuable and unique collections.
- ➔ Promote equal access to 21st century library services for all North Carolinians by providing contemporary and evolving technologies to our state's libraries through programs designed to address infrastructure, resources, and services.

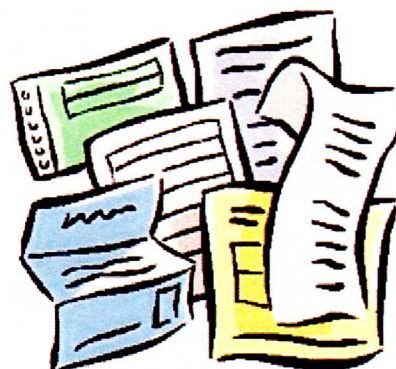
The entire Five-year Plan is available at <<http://statelibrary.dcr.state.nc.us/lsta/plan2008-12.pdf>>. An overview of the grant programs for 2008-2009 is available at <<http://statelibrary.dcr.state.nc.us/lsta/2008-2009Grants.htm>>. Important dates for 2008-2009 LSTA Grant program are:

December 19, 2007	Approval of Letters of Intent announced
December 19, 2007	EZ Grants - Guidelines and applications available
February 21, 2008	All Proposals Due - Project Grants and EZ Grants
June 12, 2008	Grant awards announced

For more information contact Penny Hornsby, Federal Programs Consultant <penny.hornsby@ncmail.net> or 919-807-7420.

E -RATE

The Form 471 application filing window for Funding Year 2008 opened at noon EST on November 7, 2007 and will close at 11:59 pm EST on Thursday, February 7, 2008. As you prepare to file your forms, remember that all services appearing on a Form 471 must have appeared on a corresponding Form 470 AND be included in your technology plan. If you will be requesting discounts on any new services for Funding Year 2008 (July 1, 2008 - June 30, 2009), you must update your technology plan to include those services BEFORE submitting Form 470. Questions, contact Timothy Owens at <timothy.owens@ncmail.net> or 919-807-7424; or Grant Pair at <grant.pair@ncmail.net> or 919-807-7408.





BEST OF SHOW WINNERS RECOGNIZED

SWAP and CHAT Best of Show winners were recognized at the NCLA conference in a ceremony on Thursday, October 18.

Libraries entered their best public relations materials in the competition and winners were selected based on content, originality, design, format, and effectiveness. Entries were received from North Carolina public, academic, and community college libraries. Awards were presented in seven different categories to small, medium, and large libraries.

Annual Reports

Winner: Forsyth County Public Library
Honorable mention: Sandhill Regional Library System, New Hanover County Public Library.

Bibliographies/Booklists

Winners: Catawba County Library, Durham County Library
Honorable mention: Randall Library at UNCW

Calendar of Events

Winners: Neuse Regional Library, Durham County Library
Honorable mention: New Hanover County Public Library

Newsletters

Winners: Bruce I Howell Library - Wake Technical Community College, Alamance County Public Library, Durham County Library
Honorable mention: Onslow County Public Library

Fundraising Materials

Winners: Braswell Memorial Public Library, Durham County Library
Honorable mention: Neuse Regional Library System, Forsyth County Public Library, Public Library of Charlotte & Mecklenburg County

Program/Events

Winners: Hackney Library -Barton College; Onslow County Public Library; Durham County Library
Honorable mention: Bruce I Howell Library- Wake Technical Community College, CPC Regional Library System, Randolph County Public Library, Public Library of Charlotte and Mecklenburg County

General Brochure

Winners: Bruce I Howell Library - Wake Technical Community College, Onslow County Public Library, Cumberland County Public Library and Information Center Information Center

PUBLIC LIBRARY DIRECTORS VISIT

The Orientation to the State Library for Public Library Directors was held in Raleigh on November 15 and 16, 2007. Seventeen public library directors attended. They received a crash course in everything there is to know about the State Library, LSTA, and library services. They also spent time with the consultants and enjoyed the "speed dating" format. Topics covered included public library organization and governance, the relationship between the State Library and the public libraries, continuing education, statistics, state aid to public libraries, the Library for the Blind and Physically Handicapped, genealogical resources, Digital Information Management Project, NC Echo project and library services.

Based on comments collected from the directors the orientation was a success. "Wonderful overview! I learned things about the state library I never knew." "I hope every new director has this opportunity." "This was very helpful - I wish I had this opportunity long ago. I finally feel a connection to other directors."

SPANISH LANGUAGE OUTREACH PROGRAM

The State Library is partnering with WebJunction to equip library staff with knowledge and resources to reach out to Spanish speaking communities and increase their access to technology. The program, funded by the Bill and Melinda Gates Foundation, provides library staff with information about proven marketing techniques, understanding cultural differences, providing technology, and partnering with local



community organizations serving Spanish speakers. The workshop includes a panel of Hispanic/Latino community leaders. Two workshops are scheduled in December 2007,

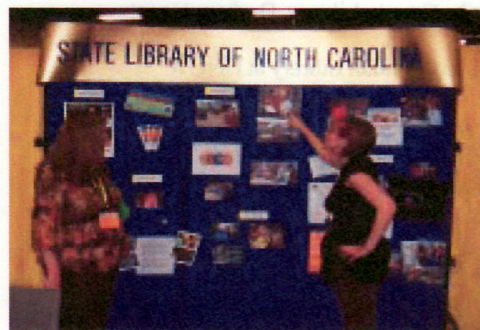
and the rest will be held in Spring 2008. If your library is interested in hosting a workshop contact Pam Jaskot at <pam.jaskot@ncmail.net> or 919-807-7421.

NC LIVE ADDS PUBLIC BROADCASTING SERVICE (PBS) TITLES TO ONLINE COLLECTION

North Carolinians will soon be able to view quality educational and entertainment programming from PBS over the Internet. A recently signed distribution agreement between PBS <<http://www.pbs.org/>> and NC LIVE <<http://www.nclive.org/>> will allow students, faculty, and patrons from the State's 197 public and academic libraries to select from nearly 250 PBS programs, including *Ken Burns' Baseball* and *The Civil War*, as well as the Emmy award-winning series *American Experience* and *Frontline*. Paid for by grants from the State Library of North Carolina, the award-winning programs will include the science series *Scientific American Frontiers*, history series *Empires* and *American Experience*, the investigative journalism program *Frontline*, and kids' series *Cyberchase* and *Liberty's Kids*. UNC-TV, North Carolina's statewide public television network, is contributing resources to make the project's streaming video content available to online users.

"The quality of the PBS programming will provide North Carolinians with the perfect video marriage of education and entertainment, and is a natural fit for students, faculty, and patrons of all of the State's libraries," said Tim Rogers, Executive Director of NC LIVE. "We're very proud to be the first statewide cooperative that will be using streaming technology to deliver these incredible resources, continuing a North Carolina tradition of great libraries that support and enhance education, economic development, and quality of life."

The statewide streaming service will be available from <<http://www.nclive.org/>> and from the websites of the state's libraries on January 1, 2008.



State Library Staff at NCLA





State Library staff continue to work on the Long Range Strategic Plan, and recently several staff participated in a strategic planning visioning session. Staff worked to identify a shared vision and the core components of the strategic plan, which will guide the work of the State Library for the next five years.

STATE LIBRARY BEGINS WEBSITE REDESIGN

In October 2007, the State Library established a committee that is responsible for overseeing the redesign of its website. The project will encompass all aspects of the site including its design, content, and navigation. The committee has not yet set a date for the site's anticipated completion, but the scope of the project suggest that it will take approximately a year before the new site goes live. Christy Allen, chair of the website committee, says the end product will be well-worth the wait. "The redesigned website will showcase the very best that the State Library has to offer, and provide our users with comprehensive information about our programs, services, and collections through an easy-to-use and aesthetically pleasing interface." For questions about this project, contact Christy Allen <christy.e.allen@ncmail.net> or 919-807-7447.

The new NC Health Info <<http://www.nchealthinfo.org/>> is now live! Yvonne Duke, Head of Technical Services, has served for two years on the NC Health Info committee. As planned, the site directly addresses a series of health and medical topics important to North Carolinians, including chronic and infectious diseases and conditions, mental health, preventive health, medications, public health and health care processes and procedures. Monthly featured topics, tools for librarians and a link to NCKnows are a few more of the features. These topics and tools are only the beginnings of what will eventually become an invaluable source of health information for North Carolinians. A Spanish version is planned.



"Inspire by Example"

The North Carolina Library for the Blind and Physically Handicapped (LBPH) celebrated the contributions of 123 volunteers on the evening of November 7, 2007. "Inspire by Example" was the theme of this year's event.

Representatives from the State Library, the Department of Cultural Resources, and the Governor's Office presented award certificates to volunteers who reached milestones of lifetime service hours between 25 and 3,000 hours. After dinner, the honors chorus from Governor Morehead School for the Blind entertained guests with a delightful performance.

During the State Fiscal Year 2006/07, LBPH volunteers contributed 5,738 total volunteer hours, which is equivalent to three full-time positions. LBPH volunteers record and Braille books and magazines of local interest, which are added to the National Library Service collection available to 13,000 users in North Carolina and to eligible users in other states. Volunteers also routinely assist with clerical and support tasks at the LBPH.

The Friends of the Library organization funds the annual volunteer recognition event, as well as helping with outreach and special projects across the state. Outreach efforts are being directed at public libraries this year, with an emphasis on increasing librarians' knowledge of LBPH and referrals of patrons who would benefit from the services of LBPH. Lara Handler, Outreach and Volunteer Services Librarian, is available to make presentations and meet with librarians and library patrons across the state. To learn more about LBPH or to become a member of the Friends, please contact the library, toll-free at 1-888-388-2460, or go to <<http://statelibrary.dcr.state.nc.us/lbph/lbph.htm>>.

CAPACITY BUILDING WORKSHOP FOR ADVOCACY SKILL DEVELOPMENT

State Library staff is working on Advocacy Workshop plans for public library directors. Using the new PLA advocacy toolkit, this workshop will define the concepts of marketing communication, public relations, and advocacy, and will introduce the value of integrated communication. In addition, the workshop will teach participants advocacy planning principles such as goal setting, audience analysis and identification, message and strategy development, and tool and tactic evaluation and selection. This workshop will include small group work. Funding is available for two representatives from each public library to attend. Participants will learn how to integrate the various types of communication for an effective approach to advocacy, identify and communicate the elements of an advocacy plan that will address a library's unique needs, and develop an advocacy plan that addresses a specific challenge in the community with relation to the library.

This workshop is designed for library directors, communication staff, library board members, and members of library foundations and Friends organizations. Training will be provided by the Metropolitan Group, Portland, Oregon. Dates for the workshop are tentative. More information will be posted to the NCPLDA e-mail list soon.

CONTINUING EDUCATION UPDATE

Workshops Topics and locations are being selected for the Spring 2008 season of workshops. Sessions will focus on customer service, communication, technology, NC LIVE, and resource sharing (ILL). The schedule will be posted in January at <<http://statelibrary.dcr.state.nc.us/ce/ceopps.htm>>.

Master Trainer The Master Trainer Refresher is planned for April 28 - 30, 2008 at Caraway Conference Center. This event is held every other year during years there is no new Master Trainer class. All Master Trainers from previous classes are invited to attend; registration will begin in February 2008.

CE Needs Assessment The State Library is pleased to announce the completion of the 2007 Statewide Continuing Education Needs Assessment project. We appreciate all the comments and feedback provided by our North Carolina library community that made this work so comprehensive. Thank you for your participation. The final report and supporting data can be viewed at <<http://statelibrary.dcr.state.nc.us/ce/ceopps.htm>>.

CAREER ENRICHMENT GRANTS

The State Library is pleased to announce that applications for Cycle 2 of the 2007-08 Career Enrichment Grant program are now being accepted. The program, supported by federal Library Service and Technology Act (LSTA) grant funds and endorsed by the LSTA Advisory Committee, provides funds for professional and paraprofessional library staff to attend pre-selected conferences. The conferences are grouped into three cycles (based on how they fall in the calendar year) with separate application deadlines for each cycle.

Cycle 2 includes the following conferences:

Public Library Association (PLA), Minneapolis, MN, 3/25/08 - 3/29/08

Computers in Libraries (CIL), Arlington, VA, 4/7/08 - 4/9/08

Medical Library Association Annual Conference (MLA), Chicago, IL, 5/16/08 - 5/21/08

Grant requests must be at least \$300 and may not exceed \$1,000, and a 10% match is required. First-time attendees will receive priority for funding. Additional information and the online application form for Cycle 2 are available at <<http://statelibrary.dcr.state.nc.us/lsta/ceprogram07.doc>>. The application deadline is **January 16, 2008**. All applicants will be notified whether or not they received a grant by February 1, 2008. For more information contact Raye Oldham, <raye.oldam@ncmail.net> or 919-807-7423.